

ORDER



Orders
Order / Rev: 713385
Alt Order #: 06314370
Product Desc: FRIENDS OF C MACK
Estimate: 467
Flight Dates: 09/19/12 - 09/20/12
Original Date / Rev: 09/13/12 / 09/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: McLaughlin & Associates/ POL
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Mack,C/ R / Senate
Demographic: A65+
Product Codes: IS-Candidate/US Senate
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	2	\$450.00	\$382.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	2	\$450.00	\$382.50	0.00
Totals	2	\$450.00	\$382.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	3%	\$450.00
Market	100%	\$15,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	41%	\$6,150.00
WTEV	29%	\$4,350.00
WTLV	27%	\$4,050.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	09/19/12	09/20/12	FCN News at 11pm	CM	M-Su 11p-11:35p	--WT---	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
M-Su 11-11:35p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WT---			2			\$225.00		0.00			
													Totals	2	\$450.00